

SOM for Ultra Low Tar Brands - Based on 'ULT' in brand name
(2nd Quarter 1998 MSA Shipment Volumes)

Philip Morris USA
CONFIDENTIAL

Manufacturer	Brand	Sales (Billions)		
RJR	Doral Ult 100 Dsct	2.064515		
RJR	Salem Ult 100 M	0.692356		
RJR	Doral Ult KSF Dsct	0.575338		
RJR	Salem Ult KSF M	0.507646		
RJR	Pvt Lbl RJR Ult 100	0.502612		
RJR	Winston Ult KSF	0.411212		
RJR	Winston Ult 100	0.405736		
RJR	Vantage Ult KSF	0.311088		
RJR	Vantage Ult 100	0.298032		
RJR	Winston Ult KSF B	0.246604		
RJR	Winston Ult 100 B	0.164352		
RJR	Pvt Lbl RJR Ult KSF	0.145920		
RJR	Monarch Ult 100	0.141588		
RJR	Camel Ult KSF B	0.099690		
RJR	Camel Ult KSF	0.087130		
RJR	Camel Ult 100 B	0.066256		
RJR	Best Value Ult 100	0.053520		
RJR	Vantage Ult 100 B	0.051567		
RJR	Vantage Ult KSF B	0.050796		
RJR	Monarch Ult KSF	0.049956		
RJR	Best Value Ult KSF	0.015552		
RJR	Sterling Dsct Ult 100 M	0.007362		
RJR	Sterling Dsct Ult 100	0.006270		
RJR	Export A Ult 72 B 25 8Pk	0.002110		
PM	Marlboro B&W Ult KSF B	3.638814	PM ULT Sales	40.57
PM	Marlboro B&W Ult 100 B	2.048340	PM ULT SOM	17.92
PM	Basic Ult 100	1.265157		
PM	B&H Dlx Ult 100 B	0.858834		
PM	B&H Dlx Ult 100 M B	0.769141		
PM	V Slims Ult 100 B	0.710417		
PM	Merit Ult KSF	0.664488		
PM	V Slims Ult 100 M B	0.655053		
PM	Merit Ult KSF B	0.606660		
PM	Merit Ult 100	0.589206		
PM	Basic Ult KSF	0.535716		
PM	Cambridge Ult 100 Dsct	0.385019		
PM	Merit Ult 100 B	0.315769		
PM	Merit Ult KSF M	0.216026		
PM	Merit Ult 100 M	0.193716		
PM	Merit Ultima 100	0.107436	Merit Ultima Sales	1.40
PM	Merit Ultima KSF	0.095680	Merit Ultima SOM	0.62
PM	Merit Ultima KSF B	0.094797		
PM	Merit Ultima 100 B	0.092908		
PM	Genco Ult 100	0.040656		
PM	Genco Ult KSF	0.027300		
PM	Premium Buy Ult 100	0.026916		
PM	Multifilter Lt KSF (C)	0.021090		
PM	Bronson PM Ult 100	0.020292		
PM	Best Buy Ult 100	0.019152		
PM	Bristol Ult 100	0.009714		
PM	Bronson PM Ult KSF	0.008880		
PM	Best Buy Ult KSF	0.008628		
PM	All American Ult 100	0.006384		
PM	Premium Buy Ult KSF	0.005244		
PM	Shield Ult 100	0.004860		
PM	All American Ult KSF	0.003672		
PM	Shield Ult KSF	0.002724		
PM	F&L Ult 100	0.002148		
PM	Gridlock Ult 100	0.001380		
PM	Generals Ult 100	0.000936		
PM	No Frills Ult 100	0.000900		

SOM for Ultra Low Tar Brands - Based on 'ULT' in brand name

(2nd Quarter 1998 MSA Shipment Volumes)

Philip Morris USA

CONFIDENTIAL

Manufacturer	Brand	Sales (Billions)		
PM	Top Choice Ult 100	0.000672		
PM	Generals Ult KSF	0.000624		
PM	Top Choice Ult KSF	0.000396		
PM	No Frills Ult KSF	0.000264		
PM	F&L Ult KSF	0.000240		
PM	Shenandoah Ult 100	0.000156		
PM	Shenandoah Ult KSF	0.000144		
LO	True Ult KSF	0.282138		
LO	True Ult 100 M	0.144162		
LO	True Ult KSF M	0.135780		
LO	True Ult KSF B	0.031476		
LO	Old Gold Ult 100 Dsct	0.029783		
LO	True Ult 100 B	0.022632		
LO	Triumph Ult KSF	0.004062		
LO	Triumph Ult KSF M	0.001839		
LG	Pvt Lbl Lig Ult 100	0.240576		
LG	Eve Ult 120 B	0.087353		
LG	Pyramid Ult 100	0.059879		
LG	Eve Ult 120 M B	0.047226		
LG	Class A Ult 100	0.036936		
LG	Pvt Lbl Lig Ult KSF	0.028512		
LG	Pvt Lbl Lig Slim Ult 100 B	0.011952		
LG	Class A Ult 100 M	0.011094		
LG	Class A Ult KSF	0.009210		
LG	Quality Ult 100	0.008864		
LG	Covington Ult 100	0.001572		
LG	Quality Ult KSF	0.000864		
LG	Blk&Yllw Ult KSF	0.000708		
LG	Blk&Yllw Ult 100	0.000560		
LG	Federated Ult KSF	0.000408		
LG	Federated Ult 100	0.000252		
BW	GPC Ult 100	1.203054		
BW	Carlton Ult 100 B	0.876010		
BW	Carlton Ult 100	0.569132		
BW	GPC Ult KSF	0.442008		
BW	Carlton Ult KSF	0.408812		
BW	Misty Slim Ult 100 M B	0.407499		
BW	Misty Slim Ult 100 B	0.346186		
BW	GPC Ult 100 M	0.269732		
BW	Carlton Ult 100 M	0.244811		
BW	Carlton Ult 120	0.231412		
BW	Capri Ult 100 B	0.148990		
BW	Pvt Lbl B&W Ult 100	0.135570		
BW	Carlton Ult KSF M	0.112572		
BW	Carlton Ult 100 M B	0.108887		
BW	Capri Ult 100 M B	0.095471		
BW	GPC Ult KSF M	0.094246		
BW	Carlton Ult 120 M	0.093173		
BW	Kool Ult 100 M (1)	0.087959		
BW	Kool Ult KSF M (1)	0.086955		
BW	Barclay Ult KSF (1)	0.068064		
BW	Carlton Ult 83 B	0.059604		
BW	Barclay Ult 100 (1)	0.049869		
BW	Pvt Lbl B&W Ult KSF	0.031826		
BW	Barclay Ult KSF B	0.025275		
BW	Viceroy Dsct Ult 100	0.010626		
BW	Carlton Ult KSF M B	0.007740		
BW	Raleigh Extra Ult 100	0.006882		
BW	Carlton Ult KSF B	0.000912		
BW	All Other Dsct Ult 100 Wt	0.259876		
BW	All Other Dsct Ult KSF Wt	0.037238		

(2nd Quarter 1998 MSA Shipment Volumes)

CONFIDENTIAL

27^a